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September 14, 1987

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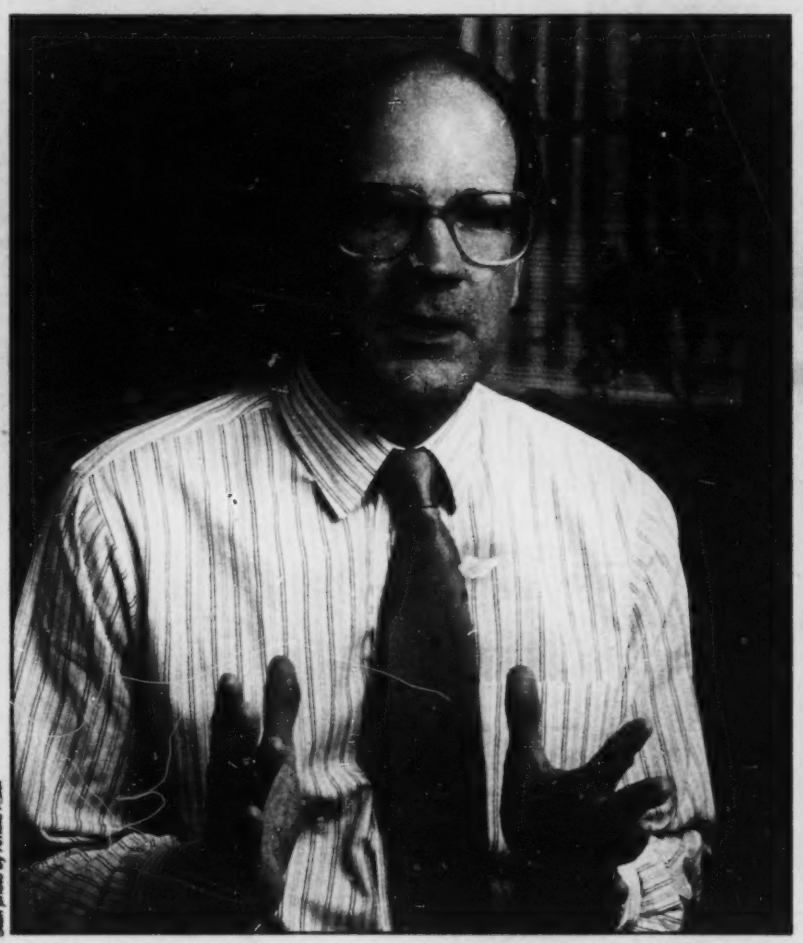


Staff photo by Arnold Adler

After a year as NBC president, "deal maker" Robert Wright has big plans for the network.

Wright eyes NBC entry in ratings, cable

By VERNE GAY

NEW YORK—One year ago, the newly installed president of NBC, Robert Wright, declared he would bring no new agenda to the network.

Instead, he said, he would take time to "learn the business."

Today, the 44-year-old Mr. Wright has finished his homework and now has big plans for the company that owns the top-rated television network.

If successful, he could radically change the face of NBC and the network TV business.

In an interview conducted on the eve of his network's new season, Mr. Wright discussed his ideas about the current and future course of network television. Although he acknowledged that some of his plans could be held up by resistance from the industry or Washington legislators, there is little doubt that, if successful, NBC could be headed for some major changes.

Some of Mr. Wright's ideas include:

- Forming a new TV ratings service, which would compete with A.C. Nielsen Co. and AGB Television Research. Mr. Wright said that if Nielsen does not correct methodological errors in its new people-meter system, NBC would form a cooperative research company. "We would be prepared to do that [when] we concluded we didn't have a viable system" from Nielsen, he said. NBC subscribes solely to Nielsen's ratings service.
- Creating a cable TV network. Mr. Wright said such a channel, which could use the resources of NBC Entertainment, is "possible" but not likely in the near future. "Lots of people would like to see an NBC channel on cable, but we have to be realistic," he said. "The costs are enormous, and I'm not sure the [cable] industry is ready for that."
- Making new financial arrangements with Hollywood producers in which NBC would partially underwrite new TV shows in exchange for home video and, possibly, syndication rights. The Federal Communications Commission's financial interest and syndication rules forbid such an arrangement, but Mr. Wright said, "There are an awful lot of people in Hollywood

(Continued on Page 114)

WCRS buys Belier

French aim: U.S. stake

By CLAIRE WILSON and JON LAFAYETTE

PARIS—French ad agencies may be using fast-moving British ad groups as a springboard into the U.S. market.

London-based WCRS Group last week acquired 49% of France's Groupe Belier, forming a partnership that not only gives WCRS its first major presence in continental Europe but allows the French shop to participate in WCRS' international network.

Eurocom, which owns Belier, gets a 20% stake in WCRS' ad businesses, which include Della Femina, Travisano & Partners, New York, and HBM/Creamer, Boston.

London's Lowe International, meanwhile, last week bought a majority interest in Paris agency Gaudin & Lichtenberg, forming a new agency called Lowe Lichtenberg

(Continued on Page 112)

Last Minute News

Benckiser to clean up with BJK&E

GREENWICH, CONN.—Benckiser Consumer Products USA named Bozell, Jacobs, Kenyon & Eckhardt, New York, as agency for its $16 million-to-$20 million account. Benckiser, a unit of the West German Benckiser Group, plans to make its first big consumer-products push here with brands recently acquired from EcoLab, St. Paul, Minn., including Electrasol dishwasher detergent, Jet Dry dishwasher rinse agent, ScrubFree bath cleaner and Lime Away bathroom/kitchen cleaner.

Fallon clicks with Timex watches

WATERBURY, CONN.—Timex moved its $10 million account to Fallon McElligott, Minneapolis. Grey Advertising, New York, resigned the business earlier this year.

NFL strike wouldn't stop CBS

NEW YORK—CBS plans to broadcast National Football League games even if the players go ahead with their strike Sept. 22. "If games are played by the NFL, we will telecast them," a CBS spokesman said last week. ABC and

(Continued on Page 8)

Pepsi to use Jackson in 4-part spot

By PATRICIA WINTERS

Pepsi-Cola Co. intends to break new creative ground in its Michael Jackson commercials with a four-part commercial that shows the superstar in daredevil stunts.

Somers, N.Y.-based Pepsi declined to comment on the details but revealed over the weekend that the much-publicized campaign features four individual 60-second spots, all considered part of a single commercial. Mr. Jackson also will appear in a separate second commercial that Pepsi did not discuss.

For his part in the commercials, Mr. Jackson receives more than $10 million.

The four-part series, created by BBDO Worldwide, New York, and directed by Joe Pytka, will show Mr. Jack-

(Continued on Page 112)

Who are the best and brightest? P. 38

M&M's in U.K., P. 90

Highlights

Jackson in black and white 4
The Rev. Jesse Jackson's long-shot bid for the Democratic presidential nomination may rely more on paid advertising this time around than in 1984. Although the Rev. Jackson is assured of much free media coverage, in part because of his high political profile, the feeling among some observers is that that coverage could turn into a liability.

Corona makes Heineken sweat 12
Heineken, still the nation's No. 1 imported beer, is being humbled by Corona Extra, the once-innocuous little beer from Mexico. Corona has been choking sales of the Dutch import in several major markets.

AHP's buy good medicine 32
American Home Products Corp.'s pending acquisition of VLI Corp. could mean a bonanza for the marketer of drugs, food and household products. Observers believe VLI's successful line of contraceptives will be marketed under AHP's Whitehall Laboratories unit.

Squeezing the o.j. category 36
Coca-Cola Foods is testing Minute Maid Squeeze-Fresh, a frozen juice concentrate in a squeeze bottle, as a convenience alternative to chilled juice for smaller families. It joins a small but growing list of Minute Maid single-serve products in test or rollout stages.

At least the rent's cheap 84
New Jersey agencies are saying "New Jersey and you—perfect together," to a growing number of disenchanted, disenfranchised New York City ad executives. Fallout from New York agency mergers and the gradual improvement of the Garden State's image are sending a steady flow of talent across the Hudson River, to the delight of New Jersey shops.

Worth a thousand words 88
To call Michael Lebron's ads "graphic" is superfluous. What else could you say about a campaign that includes a child's depiction of a slain pregnant woman? But that's the sort of work that has won the artist notoriety and readers' attentions.

God bless you 109
Colleen Todd's book, "Christian Wives," has given her a national reputation as a Christian writer, but she doesn't care much for that reputation. The cheerfully secular agency executive said she emerged unscathed from her brushes with televangelism: "Every interview started with a prayer and ended with a prayer. I'd leave and get in the elevator and say 'f---' 20 times just to get my feet back on the ground."

P&G adds fire to fat 111
Procter & Gamble Co. is showing its confidence in the marketability of olestra, a revolutionary fat substitute awaiting government approval, by tapping a rising executive to head an olestra division. The Cincinnati-based company's decision to create a new division with its own staff for a product not expected to win government clearance for more than a year was called "unusual" by an industry analyst, who said P&G "must feel certain" the FDA will approve it.

INTERNATIONAL

Playboy Bunny finds home in India 92
The Playboy Bunny is moving into India with a new line of sports clothes produced by Fashionsport India and Playboy Enterprises. Next month the two companies will introduce lines of Playboy men's shirts, casual pants and jeans and Playmate women's sportswear and shoes.

OTHER NEWS

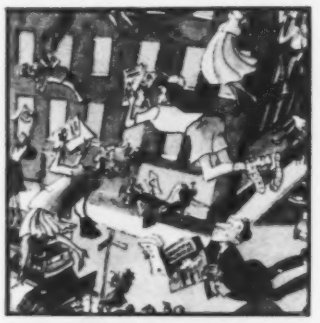
Carl Karcher Enterprises' Carl's Jr. fast-food chain will introduce Country Fried Steak systemwide next month, the third new product since its extremely successful "back to basics" strategy began nearly two years ago. Page 24.

Harley-Davidson cigarettes have rolled into Terre Haute, Ind. Lorillard began test-marketing the new brand in the Indiana city. Page 32.

Congress is weighing proposals to end sales-tax exemptions for mail-order catalogs and home-shopping shows. Page 37.

HOW TO CALL US:

Library	(312) 649-5329
News department (domestic)	(312) 649-5316
News department (international)	(212) 210-0177
Special Reports	(312) 280-3139
Back Issues	(313) 446-1609
Crain Books (ordered through Nat'l Textbook)	(312) 679-5500 (in IL) (1-800) 323-4900 (out of IL)
Circulation customer service	(313) 446-0494
Classified Ads	(312) 649-5239
Ad Sales:	
New York	(212) 210-0205
Chicago	(312) 649-5309
Los Angeles	(213) 651-3710
Public Relations	(212) 210-0209



SPECIAL REPORT

***Magazines**—History may regard the 1980s as a* belle epoche *for the industry: Despite sluggish ad sales and circulation, 362 new titles appeared in 1986. Publishers are creating beautiful editorial environments with heavier paper stocks, lush photography and sophisticated graphics. Starts after Page 60.*

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Y&R divides N.Y. unit in 3

By JON LAFAYETTE

NEW YORK—Young & Rubicam has split its office here into three separate groups, each with its own account management, creative, media research and administrative staffs.

Agency officials said the move was made to improve the shop's creative product. Billings have grown from $600 million to more than $1 billion since early last year.

Y&R named as group general managers John Glorieux, 40, who had been director of client services; George Guimaraes, 42, who had been in charge of new business; and Jane Brite, 43, a group director.

John Ferrell, 43, who has been creative director for Y&R's flagship office since 1984, will report to Mr. Guimaraes, whose accounts include Colgate-Palmolive Co. and Ford Motor Co.'s Lincoln-Mercury division.

Louis DiJoseph, 59, will be creative director of Mr. Glorieux's group, which handles the U.S. Army, Kentucky Fried Chicken Corp. and Dr Pepper Co.

Cary Lemkowitz, 39, will be creative director in Ms. Brite's group, which includes Johnson & Johnson, RJR Nabisco and Pillsbury Co.

The group general managers will report to Arthur Klein, 50, who has been promoted to president-ceo of Y&R New York from managing director. John McGarry, 47, who had been president, becomes chairman of Y&R here and continues as chairman of client service worldwide.

"As we grow larger, we must continue to grow swifter and smarter," said Y&R Chairman Alexander Kroll. "Thus we will make ourselves smaller, where smaller is better. But we will not abdicate the advantages of size—media clout, marketing resources, depth of talent—where bigger is better."

Mr. Klein added that the new structure allows the agency to promote deserving people and give them management responsibilities. The new structure will be evaluated by Mr. Klein and the three group heads, who will review the agency's work for signs of improvement.

Since mid-1986, Y&R's New York office has received new assignments from several major companies.#

Chart-topper for Pop Secret

By BETH AUSTIN

General Mills' Betty Crocker Pop Secret, a close second in the hot microwave popcorn market, hopes to dance into first place with the tune "La Bamba," one of the summer's top pop hits.

Minneapolis-based General Mills, gunning for Beatrice Cos.' Orville Redenbacher brand's top spot in the $300 million segment, is launching an ad campaign featuring the song, a 1950s hit revived by the movie of the same name.

A new TV spot for Pop Secret begins airing on the Big 3 networks today. It features popcorn kernels wearing sunglasses and reclining on lawn chairs in the sun. The real corn kernels, which have animated arms and legs, move to the music until they pop.

The commercial, created by Campbell-Mithun, aired for the first time Sept. 11 during MTV: Music Television's Annual Music Video Awards program.

The combination of real kernels and sunglasses and animated limbs was created by Broadcast Arts, New York, a company that also has done ani-

(Continued on Page 112)

Republicans desert Martinez

Ad tax may die

By STEVEN W. COLFORD

The push to repeal Florida's tax on advertising gained political momentum last week as state GOP leaders began deserting Republican Gov. Bob Martinez and the $1 billion tax hike he pushed through the Legislature last April.

Although industry lobbyists were unwilling to predict outright repeal of the 5% sales tax on services like advertising, they were openly encouraged by the fact that Gov. Martinez' support on the issue is dwindling rapidly.

The tax expansion will be discussed when legislators convene Sept. 21 for a special session.

In rapid-fire succession last week, the head of the state Republican Party and three of his predecessors publicly endorsed repeal of the tax on advertising and other professional services.

Shortly after, the Republican leader of the Florida House and a leading GOP senator issued a similar call for repeal of the tax.

Statewide polls show the tax expansion is opposed by up to 80% of the voters.

The frantic scrambling by Florida Republicans to put many political miles between themselves and the biggest tax increase in state history convinced industry lobbyists that expansion of the tax will be repealed or revised during next week's three-day legislative session. What revisions the 160 legislators will make is now more the topic of discussion than whether they will make any changes at all.

"There's a real window of opportunity here," said Association of National Advertisers Senior VP Dan Jaffe.

And Charles Ranson, the usually cautious Tallahassee lobbyist hired by the ad industry's State Advertis-

(Continued on Page 112)

Newspaper Advertising SAU Inches in the MRCS

June 1987 vs. June 1986

AKRON, OH

	1987 Full Run	1987 Part Run	1986 Full Run	1986 Part Run
Beacon Journal (E)	63 282	——	87 306	——
Beacon Journal (S)	55 943	——	85 484	——
Grand Total	119 225	——	172 790	——

NOTE: Part run figures not available.

ALLENTOWN, PA

Call (M)	172 544		152 781	——
Call (S)	82 610		93 652	——
Grand Total	255 154		246 433	

NOTE: Part run figures not available.

ASBURY PARK, NJ

Press (E)	198 720	27 287	184 516	19 607
Press (S)	155 546	19 905	171 894	17 450
Grand Total	354 266	46 192	356 410	37 057

ATLANTA, GA

Constitution (M)	166 748	42 772	177 427	52 976
Journal (E)	165 958	42 681	174 979	53 432
Journal & Constitution (S)	176 504	56 512	153 427	73 112
Journal & Constitution (Sat)	49 546		42 667	——
Grand Total	498 806	241 965	548 340	179 520

NOTE: Constitution Morning and Journal Evening published five days a week only.

BALTIMORE, MD

Sun (M)	116 074	6 416	122 592	6 775
Sun (E)	94 168	6 413	100 001	3 775
Sun (S)	127 181	17 046	114 690	44 313
Grand Total	344 423	50 075	337 395	51 863

BERGEN COUNTY, NJ

Record (M)	153 233	25 475	159 990	15 353
Record (E)	150 520	41 478	167 421	50 608
Grand Total	303 753	66 953	327 411	65 961

BOSTON, MA

Herald (M)	67 580		66 432	175
Herald (S)	23 775	46 466	22 544	45 543
Globe (M)	155 671	12 917	137 080	11 062
Globe (S)	200 539	44 669	179 979	32 213
Grand Total	447 565	104 052	406 035	88 993

BUFFALO, NY

News (AD)	104 641	9 492	108 472	20 611
News (S)	64 695	27 014	83 474	26 104
Grand Total	174 736	53 706	192 329	46 835

CAMDEN, NJ

Courier Post (E)	128 357	20 480	101 275	17 284
Courier Post (S)	82 557	10 430	84 438	13 272
Grand Total	210 914	33 910	185 523	30 556

CHARLOTTE, NC

Observer (M)	121 673		121 917	
Observer (S)	69 388		87 098	
Grand Total	191 061		209 015	

NOTE: Part run figures not available.

CHICAGO, IL

Tribune (M)	155 549	326 001	154 731	414 566
*Tribune (S)	128 131	104 467	157 468	113 487
Sun-Times (M)	134 887	81 955	133 134	86 941
Sun-Times (S)	51 845	53 268	64 188	43 489
Grand Total	470 414	566 392	509 491	662 483

NOTE: Tribune figures supplied by publisher to Media Records. 1987 figures represent advertising for 6.25 A7 to 6.28 A7.

CINCINNATI, OH

Enquirer (M)	123 892	4 648	133 614	4 568
Enquirer (S)	125 796	8 795	158 089	10 979
Post (E)	91 572	21 098	70 458	15 073
Grand Total	341 260	34 541	362 275	30 620

CLEVELAND, OH

Plain Dealer (M)	130 668	31 029	130 035	39 128
Plain Dealer (S)	109 514	4 542	124 538	14 428
Grand Total	240 402	36 311	254 573	53 556

DALLAS, TX

News (M)	263 339	6 292	269 356	9 958
News (S)	153 544	9 391	148 308	14 621
Times Herald (AD)	203 795	30 498	205 788	27 257
Times Herald (S)	112 007	13 923	136 646	20 000
Grand Total	732 715	60 014	809 798	71 830

DENVER, CO

Rocky Mt. News (M)	276 302	1 776	259 197	294
Rocky Mt. News (S)	94 344	——	117 991	707
Post (M)	197 744	24 448	182 146	7 523
Post (S)	117 904	1 440	136 461	2 283
Grand Total	685 994	27 664	695 795	10 807

DETROIT, MI

Free Press (M)	100 526	49 698	97 557	46 509
Free Press (S)	45 866	33 506	55 390	31 706
News (AD)	159 275	44 213	176 363	39 452
News (S)	91 419	24 100	118 318	40 754
Grand Total	397 086	151 517	447 628	158 421

ESCONDIDO, CA

Times Advocate (E)	105 857	3 539	92 633	3 251
Times Advocate (S)	45 987	——	49 557	87
Grand Total	151 844	3 539	142 190	3 338

FORT LAUDERDALE, FL

News & Sun Sentinel (S)	103 792	——	119 949	——
Sun Sentinel (M)	253 828	——	253 210	——
Grand Total	357 620	——	373 159	——

NOTE: Part run figures not available. Morning figures include the Saturday Edition.

FORT WAYNE, IN

Journal Gazette (M)	77 231		75 959	——
Journal Gazette (S)	62 155		81 012	——
News Sentinel (E)	88 203		83 798	——
Grand Total	227 589		240 769	

NOTE: Part run figures not available.

GREENWICH/STAMFORD, CT

Time (E)	82 604	6 137	82 928	519
Time (S)	63 443	3 410	76 580	207
Advocate (E)	106 841	14 612	98 365	13 367
Advocate (S)	61 951	4 721	75 718	941
Grand Total	314 839	28 880	333 591	15 034

HARTFORD, CT

Courant (M)	155 047	37 453	143 009	29 447
Courant (S)	90 619	142 553	105 945	171 644
Grand Total	245 666	180 006	248 954	200 091

HONOLULU, HI

Advertiser (M)	121 771		111 720	——
Star Bulletin (E)	117 069		104 312	——
Star Bulletin & Advertiser (S)	82 888		95 734	——
Grand Total	321 724		311 766	

HOUSTON, TX

Chronicle (AD)	213 924	32 734	221 833	30 169
Chronicle (S)	117 504	29 930	149 674	32 074
Post (M)	143 112	40 862	149 954	21 120
Post (S)	74 322	26 184	85 167	29 965
Grand Total	548 862	129 710	606 828	113 328

LONG BEACH, CA

Press Telegram (M)	110 616	53 590	107 616	48 079
Press Telegram (S)	63 947	1 482	67 895	732
Grand Total	174 463	55 072	175 511	48 811

LONG ISLAND, NY

Newsday (E)	109 828	134 985	140 300	103 390
Newsday (S)	81 812	124 677	118 161	121 249
Grand Total	191 640	259 662	258 461	224 639

LOS ANGELES, CA

Times (M)	301 007	286 307	297 051	254 601
Times (S)	168 761	90 117	210 945	112 564
Herald Examiner (M)	60 375	8 660	61 706	9 725
Herald Examiner (S)	15 429	7 986	17 943	10 977
Grand Total	545 572	393 070	587 145	387 867

LOS ANGELES/SAN FERNANDO VALLEY, CA

News (M)	185 281	31 045	203 626	27 546
News (S)	85 580	2 502	109 016	2 162
Grand Total	270 861	33 547	312 642	29 708

*LOS ANGELES/TORRANCE, CA

Breeze (E & S)	212 812	——	228 751	——
Grand Total	212 812	——	228 751	——

NOTE: Figures supplied by publisher to Media Records.

*MEMPHIS, TN

Commercial Appeal (M)	129 207	74 688	116 718	83 206
Commercial Appeal (S)	90 504	14 176	101 106	11 917
Grand Total	219 711	88 864	217 824	95 123

NOTE: Figures supplied by publisher to Media Records.

MIAMI, FL

Herald (M)	149 941	——	150 853	——
Herald (S)	71 026	——	104 900	——
News (E)	55 570	——	61 254	——
Grand Total	276 537	——	317 007	——

NOTE: Part run figures not available.

MINNEAPOLIS, MN

Star & Tribune (AD)	113 233	21 340	109 467	21 234
Star & Tribune (S)	129 475	7 255	161 342	5 853
Star & Tribune (Sat)	28 858	——	24 034	——
Grand Total	271 566	28 595	294 843	27 097

*NASHVILLE, TN

Banner (E)	98 012	——	100 138	——
Tennessean (M)	98 700	——	100 339	——
Tennessean (S)	94 550	——	104 113	——
Grand Total	291 262	——	304 590	——

NOTE: Figures supplied by publisher to Media Records.

NEW BRUNSWICK, NJ

Home News (E)	91 836	——	92 262	711
Home News (S)	77 475	11 035	85 861	7 794
Grand Total	169 311	11 035	178 123	8 505

NEW YORK, NY

Times (M)	185 329	17 628	168 351	15 944
Times (S)	179 398	114 029	238 926	124 512
News (M)	63 956	86 665	61 540	93 239
News (S)	41 123	75 241	45 631	95 785
Post (AD)	75 958	1 571	64 695	1 525
Grand Total	546 364	295 134	579 143	331 005

NEWARK, NJ

Star Ledger (M)	216 982	6 668	208 086	5 675
Star Ledger (S)	207 273	29 185	225 490	33 830
Grand Total	424 255	35 853	433 576	39 505

OAKLAND, CA

Tribune (M)	82 100	80 455	88 799	71 278
Tribune (S)	37 515	40 336	47 060	42 689
Grand Total	119 615	120 791	135 859	113 967

OCEANSIDE, CA
SAN DIEGO COASTAL NORTH COUNTY

Blade-Tribune (E)	106 008	5 277	94 193	3 821
Blade-Tribune (S)	47 727	——	54 421	——
Grand Total	153 735	5 277	148 614	3 821

NOTE: Blade-Tribune Evening published five days a week only.

ORANGE COUNTY, CA

Register (AD)	309 343	94 328	314 997	82 547
Register (S)	136 150	——	155 198	10 850
Grand Total	445 493	94 328	470 195	93 397

PHILADELPHIA, PA

Inquirer (M)	150 463	34 048	151 042	40 856
Inquirer (S)	130 414	65 326	150 301	53 487
News (E)	82 879	1 389	81 347	5 800
Grand Total	363 756	100 763	382 690	100 143

*PHOENIX, AZ

Arizona Republic (M)	276 162	11 231	300 810	9 676
Arizona Republic (S)	180 196	——	177 351	——
Gazette (E)	264 177	11 442	289 860	9 762
Grand Total	720 535	22 673	713 251	19 378

NOTE: Figures supplied by publisher to Media Records.

*PROVIDENCE, RI

Journal (M)	110 429	82 898	93 550	72 884
Journal (S)	131 339	82 880	126 724	55 977
Grand Total	241 768	165 778	224 274	128 861

NOTE: Figures supplied by publisher to Media Records.

*ST. LOUIS, MO

Post Dispatch (M)	102 140	34 968	112 463	32 404
Post Dispatch (S)	120 903	——	137 683	——
Grand Total	223 043	34 968	250 146	32 404

NOTE: Figures supplied by publisher to Media Records.

ST. PAUL, MN

Pioneer Press Dispatch (AD)	91 109	——	90 621	——
Pioneer Press Dispatch (S)	103 281	——	104 323	——
Grand Total	194 390	——	194 944	——

NOTE: Part run figures not available.

SAN ANTONIO, TX

Express-News (AD)	109 905	35 054	111 236	33 752
Express-News (S)	78 999	25 975	89 466	41 431
Express-News (Sat)	32 364	——	40 311	——
Light (AD)	120 981	20 558	125 740	17 032
Light (S)	87 328	3 707	106 742	8 115
Light (Sat)	25 537	1 566	28 517	1 792
Grand Total	455 115	86 860	502 012	102 122

NOTE: Express-News All Day and Light All Day published five days a week only.

SAN DIEGO, CA

Union (M)	213 629	42 309	217 680	20 408
Union (S)	126 215	747	149 770	——
Tribune (E)	220 227	41 864	224 171	21 368
Grand Total	560 071	84 920	591 821	41 776

SAN FRANCISCO, CA

Chronicle (M)	131 257	68 177	135 052	88 704
Examiner (E)	128 010	67 146	——	——
Examiner & Chronicle (S)	79 111	30 090	94 082	47 795
Grand Total	338 378	165 413	229 134	128 409

NOTE: 1986 Examiner Evening figures not available.

SAN JOSE, CA

Mercury News (AD)	286 893	19 540	285 577	24 466
Mercury News (S)	140 264	233	176 770	——
Grand Total	427 157	19 773	462 347	24 466

*STATE COLLEGE, PA

Centre Times (E)	79 611	5 150	75 479	2 168
Centre Times (S)	33 717	242	37 312	576
Grand Total	113 328	5 392	112 791	2 744

NOTE: Figures supplied by publisher to Media Records.

*TOLEDO, OH

Blade (E)	105 246		107 202	——
Blade (S)	100 462		110 164	——
Grand Total	205 708		217 366	——

NOTE: Figures supplied by publisher to Media Records.

WASHINGTON, DC

Post (M)	266 797	38 889	257 152	28 572
Post (S)	143 628	45 825	174 107	48 331
Grand Total	410 425	84 714	431 259	76 903

WASHINGTON, DC SUBURBAN GROUP

Montgomery Journal (M)	58 051	869	59 722	714
Fairfax Journal (M)	72 486	881	68 491	959
Grand Total	130 537	1 750	128 213	1 673

NOTE: Montgomery Journal Morning and Fairfax Journal Morning published five days a week only.

WESTCHESTER ROCKLAND, NY

Reporter Dispatch (E)	93 634	15 611	83 639	11 990
Reporter Dispatch (S)	79 767	30 107	102 718	24 545
Grand Total	173 001	46 718	186 357	36 535

WICHITA, KS

Eagle Beacon (M)	103 940		103 228	——
Eagle Beacon (S)	81 364		89 151	——
Grand Total	185 304		192 379	——

NOTE: Part run figures not available.

Source: Media Records

This data has been provided by Media Records for exclusive publication in Advertising Age and may not be reprinted or published in any form without explicit permission from Media Records. All newspapers represented are subscribers to Media Records. For those newspapers that subscribe to Media Records National Advertising Reporting Service. Total Advertising data shown has been supplied by the publisher to Media Records and included in this compilation. All publisher supplied figures are converted to MRCS SAU inches by Media Records. These newspapers are indicated with an asterisk (*).

REPORTING METHODOLOGY

Media Records continues to measure in linage but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page
   Width and Depth in Inches
2. Determine Square Inches of Page
   Multiply Width by Depth Inches
3. Determine the Number of SAU Inches of Page
   Divide the Square Inches by 2.0625 (SAU Inches)
4. Measure the Total Lines of the Page
   Multiply Column Depth Agate Lines by the Number of Columns on the Page
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches
   Divide the Total Lines of Page by the Number of MRCS SAU Inches of the Page

SAU* is the registered trademark of the American Newspaper Publishers Association

Special Report

Ted Cart

Style, looks enthrall publishers

By Belinda Hulin-Salkin

History may remember the 1980s as a kind of *belle epoche* for magazine publishing. In spite of intense competition, sluggish ad sales and frequent fallout, new titles hit newsstands at an astonishing rate—362 last year.

In addition, publishers are investing more money than ever into existing titles. Individual magazines have become bigger and brighter. Heavier paper stocks, lush photography and sophisticated graphics are tools to create beautiful, eye-catching editorial environments that entice both readers and advertisers.

Belinda Hulin-Salkin is a frequent contributor to Special Report who writes regularly about media topics.

Unless otherwise noted, all circulation figures in this Special Report represent total paid circulation averages for the six months ended June 30, as reported in Audit Bureau of Circulations' FAS-FAX.

Singularly sensational

Largest increases in single-copy sales

	single-copy sales	% gain from 6/86
Vanity Fair	135,954	69.3
WWF Magazine	161,407	56.1
Elle	434,154	51.4
Prevention	204,091	41.6
Soap Opera Digest	645,980	38.3
YM	126,075	36.7
Satellite Orbit	180,118	29.8
Southern Living	185,379	22.0
Sun	435,002	20.8
Golf Digest	126,949	15.8

Source: Audit Bureau of Circulations' FAS-FAX report for the six months ended June 30. List includes only those magazines with circulations greater than 200,000 and newsstand sales greater than 100,000; it does not include magazine groups or combined buys.

Editors and publishers offer mixed opinions on what those changes mean for editorial quality and how they reflect readers' desires.

John Mack Carter, editor in chief of *Good Housekeeping* and director-magazine development for Hearst Magazines, New York, believes recent industry transactions indirectly have benefited the look of many magazines.

"There's an old adage, 'You never know what a thing is worth until you sell it.' Well, a lot of magazines have been bought and sold in recent years at prices that surprised people," he says. "I think it has begun to dawn on publishers that they have a dear product and it's worth putting money into it.

"Now publishers are investing in their franchise with readers, putting money into the product rather than merchandising. I think that's the single biggest trend of the last year."

(Continued on Page S-2)

Looks, style enthrall

(Continued from Page S-1)

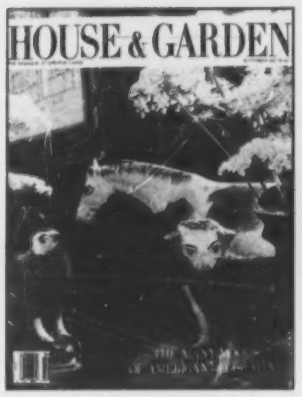
Some observers say Conde Nast Publications' January 1983 revamp of *House & Garden* initiated the age of upgraded, more opulent magazines. However, Peter Diamandis, president of CBS Magazines, New York, dates the trend toward heavier paper stocks, better inks and glossier photography to studies done in the early 1980s.

"Somewhere along the way, people learned that no matter how bad times get, the rich always spend money," he quips. "So a huge spate of magazines came out targeted to the affluent market. An upscale magazine has to look the part . . . That's where the movement toward 'lush' magazines came from."

Mr. Diamandis says the current drive to improve magazine aesthetics and readability is widespread, but he's quick to note that the "*House & Garden* treatment" isn't appropriate for many audiences.

"At *Woman's Day*, we're running shorter stories with more spot art and a simplified typeface, but if we made it look slick, we'd kill it. This is a practical magazine. Women have to be able to identify with it."

Several of the CBS special-interest magazines—*Car & Driver*, *Stereo Review* and *Yachting*—appeal either to an upwardly mobile or downright affluent audience. With them, particularly *Yachting*, CBS is using more color, photo spreads and fashion photography techniques to create the proper editorial ambiance.



Some observers say Conde Nast's revamp of House & Garden began a trend to "beautiful" magazines that has affected even such titles as Time.

Readers' seeming willingness to spend time reading about hobbies and less interest in lengthy news and public affairs coverage doesn't surprise Mr. Diamandis.

"I think society has been wracked by a lot of bad news: crime, AIDS, terrorists. People are tired of all that; they want some beauty in their lives," he says. "We've been issued-out."

But some observers believe that magazine style has triumphed over substance—that editorial content has declined in quantity and quality just as presentation has improved. Tailored to fit the modern reader's harried lifestyle, magazines today appear to favor how-to and service pieces, offering fewer lengthy articles and less in-depth, issue-oriented reporting.

"Across the board in magazines, the word is not getting the same position it once had," Mr. Carter says. "Most of us try to do at least one major piece an issue, but the in-depth piece that goes on and on . . . that's becoming rare."

Mr. Carter says most magazines have fallen into the "*USA Today* syndrome," favoring bite-sized nuggets of information. Using this philosophy, "big" stories are likely to be broken up with four-color graphics, sidebar boxes and separate commentary.

Editors say this trend is reader-driven—journalism's fast food for people who don't have time to sit and read one long story. Less charitable sources blame the reading habits and short attention span of the TV generation, perceived as more interested in impressions than information.

"I think this trend says bad things about the literacy level of the U.S.," Mr. Carter says. "But when it's done well, [the tidbit approach] has done good things for a lot of magazines."

Marshall Loeb, managing editor of Time Inc.'s *Fortune*, New York, says, "In this day where the perceived wisdom is that readers want McNuggets of information, I think there's a great yearning for the in-depth article that puts together all the elements of an event or issue."

Mr. Loeb cites a *Fortune* cover on the Rockefellers and one on software entrepreneur Bill Gates—two of the longest articles ever to appear in the magazine. "By reader survey, both those stories were among our most intensely read," he says.

"We're dealing with a highly intelligent American population that demands knowledge. The most important thing is to present them with solid, in-depth reporting," he says.

"Now, obviously, we try to physically present that information in such a way that it attracts readers to the story. We use provocative headlines, attractive photography, and

(Continued on Page S-6)

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Looks, style enthrall

(Continued from Page S-2)

whenever it's appropriate, we put individuals on the cover to whom our readers can relate."

Mr. Loeb and other editors say good pacing and attention-getting stories—not word-count limits—sell magazines today. Patricia Ryan, new managing editor of New York-based Time Inc.'s *Life* and former managing editor of *People*, says people often confuse the content of a magazine with its cover lines. "If you took the cover off of *People* and read it . . . it's not a quick read," she says.

"It has a fast pace, and there are a number of short departments that you can get in and out of in a few minutes. But when I left *People*, the word count had moved up to 30,000 a week."

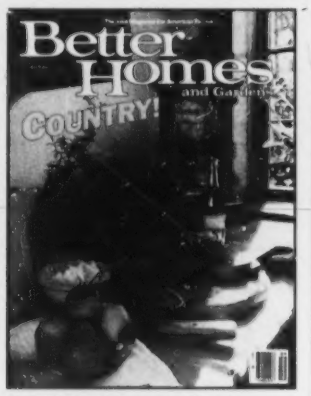
Ms. Ryan adds that *People* has run a number of serious stories on such topics as rape, AIDS, the homeless and teen suicide that received good reader response, even if consumers initially bought the magazine for the celebrity cover.

"If you did a *People* commercial that said, 'I'm going to tell you about rape and the homeless,' you'd look foolish and you wouldn't sell many magazines," Ms. Ryan says. "[Readers] come to you for the lighter reasons . . . that's what makes them put their dollars down at the cash register. But that doesn't mean they don't read the other stories."

At *Life*, Ms. Ryan plans to give readers more words, not fewer. "The old *Life* was keepable because it had text," she says.

A number of traditional service magazines and new do-it-yourself books have instituted editorial changes geared toward making their products "user friendly." These overhauls often involve a greater emphasis on illustrations, but editors say these pictures must do more than just break up the page.

"At *Better Homes & Gardens*, we've changed our layout in hopes of making editorial material more easily read and used by readers," says Doris Eby, VP-editorial director for Meredith Magazine Group, Des Moines, Iowa. "Sometimes that means using fewer big pictures and more small illustrations to communicate clearly and quickly."



For Better Homes & Gardens, art makes information easier to use.

Some editors and publishers pooh-pooh the notion that magazines must bend and sway to accommodate reader trends. "We don't put out a magazine that tries to pander to what the reader wants," says Henry Muller, *Time* managing editor. "We think readers have a compact with the editor—a bond of trust. Readers want an editor's judgment."

Nevertheless, *Time* has added and subtracted special departments to cover timely topics. In the last 10 years, sections on computers, health and fitness, food and ethics have been added. The 1970s energy department has been retired.

According to *Time* Publisher Robert Miller, the magazine's appearance also has changed in recent years to accommodate more four-color layouts, more pictures and many more charts and graphics.

Advertisers generally give the new upgraded magazines good reviews, and in some cases have designed special campaigns for a better fit. Although demographics are still a top consideration, advertisers and media buyers say they've considered more than numbers when buying space.

"There truly is a ruboff," says Walter Staab, president of SFM Media Corp., New York. "If you've got an attractive, evocative ad, an attractive editorial environment certainly helps it along. If the environment isn't right, it detracts from what you're trying to accomplish."

Mr. Staab believes readers and advertisers ultimately pay for a magazine's posh look, but that isn't necessarily a problem. "We're not putting all our eggs in the cost-efficiency basket," he says. "We're much more willing to trade cost efficiency for some of the other benefits of association with a quality magazine. Editorial environment, credibility and the feeling a magazine evokes . . . are all important."

Sheldon Wardwell, advertising manager for Ford Motor Co.'s Lincoln-Mercury division, agrees. "We look for the right demographics," he says. "But editorial is important. Good paper quality, the look and credibility of a magazine could give it an edge over a competitor. We would exclude a magazine for poor editorial content."

Upcoming titles will continue the trend toward beautiful magazines, says industry scholar Samir Husni. "Most of the new magazines coming out are edited for the eye rather than the brain," says Mr. Husni, head of the service journalism program at the University of Mississippi, Oxford.

Mr. Husni says magazines have entered the "age of skimming. Eighty percent of the information given comes from the story titles, the subheadings, the captions and the pictures."

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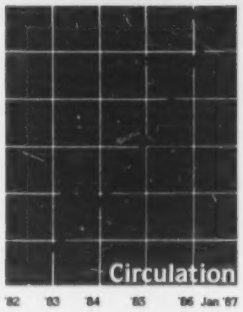

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- **average household income is $48,000**
- **54% are college graduates or above**
- **76% are males 25-55**
- **81% are professionals, managers, executives or proprietors**
- **6 hours a week are spent reading magazines**
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Midwest The Kingwill Company, Chicago, IL (312) 675-5755
West The Faust Co., Torrance, CA (213) 373-9604
Northeast Hajar Associates, Inc., Norwood, MA (617) 769-8950
Northwest Fox Assoc., San Francisco, CA (415) 989-5804

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BPA

U.S. car makers weak on image

SAN FRANCISCO—U.S. automakers suffer from image problems, particularly with young people, according to a national study.

The study, conducted by Landor Associates here, claims U.S. cars have weak and often unfocused images. American cars were seen as bland, less prestigious than their European competitors and less reliable than their Japanese counterparts.

Based on interviews with 1,000 people last July, the study compared the images of 24 leading car brands. It focused on the appeal of the cars' logos and badges.

The study said that marketing similar models under different divisions confused would-be customers, especially those under age 35. For example, many of those surveyed were able to identify the symbols for Ford, Chrysler and Chevrolet. But fewer than half of those interviewed could identify the symbols of Pontiac, Buick or Mercury. Older people were less confused by the strategy. Nearly three-quarters of the sample could link related divisions, such as Cougar/Mercury/Ford.

The domestics also had weak image ratings, according to the Landor study. Collectively, Detroit carmakers scored slightly higher than average in the "practical" category but significantly lower in the "sporty," "fun" and "innovative" categories.

Landor's conclusions: U.S. automakers project weak images to both high-end buyers seeking prestige, luxury, reliability and innovations, and to the low-end buyer in search of economy, practicality and fun. "The American consumer no longer has a clear image of what American cars stand for," said John Diefenbach, president-ceo.#

Cigars' slide continues

By JOHN C. MAXWELL

The cigar industry last year remained caught in the downward momentum that has persisted for more than 20 years.

In units, the large-cigars category fell 5.5%, cigarillos were down 2.9% and little cigars were down 20.3%.

Overall the market was down 9.0%. As has been true in the past, the only area of growth was the premium group, 50¢ or more each.

The industry continues to consolidate. Consolidated Cigar Corp., Secaucus, N.J., purchased the American Cigar brands last summer, and Jno. H. Swisher & Son, Jacksonville, Fla., bought Universal Cigar in December, having already purchased Corral Wodiska in October 1985.

RJR Nabisco, Winston-Salem, N.C., has announced its intention to get out of the cigar business.

It may arrive at a point where there will be only three or four companies left in the cigar business.#

Mr. Maxwell is with Furman Selz Mager Dietz & Birney, New York.

Cigar market shares

Source: John C. Maxwell

Brand	1984 Units	1984 %	1985 Units	1985 %	1986 Units	1986 %
Large cigars (sales in millions of units)						
John H. Swisher & Sons						
King Edward	740	21.6	640	20.6	650	21.9
Corral Wodiska y Co.	—	—	—	—	33	1.1
Optimo	60	1.8	57	1.8	57	1.9
Others	160	4.7	170	5.4	186	6.3
Total	900	26.3	810	26.0	926	31.2
Consolidated Cigar**						
Muriel	288	8.4	270	8.7	250	8.4
Dutch Masters	256	7.5	232	7.5	215	7.2
El Producto	158	4.6	137	4.4	120	4.1
Backwoods	41	1.2	38	1.2	30	1.0
Others	86	2.5	75	2.4	60	2.0
Total	829	24.2	752	24.2	675	22.7
General Cigar						
White Owl	176	5.1	165	5.3	150	5.1
Robert Burns	119	3.5	115	3.7	99	3.3
Tijuana Smalls	58	1.7	53	1.7	51	1.7
William Penn	101	2.9	82	2.6	75	2.5
Garcia y Vega	110	3.2	118	3.8	125	4.2
Others	47	1.4	40	1.3	38	1.3
Total	611	17.8	573	18.4	538	18.1
American Cigar**						
Roi-Tan	50	1.5	38	1.2	26	0.9
Antonio y Cleopatra	148	4.3	138	4.4	131	4.4
La Corona	35	1.0	40	1.3	35	1.2
Casa Silva	11	0.3	4	0.1	3	0.1
Others	1	—	5	0.2	5	0.1
Total	245	7.1	225	7.2	200	6.7
Havatampa						
Havatampa	186	5.4	191	6.1	198	6.7
Phillies	166	4.8	160	5.1	157	5.3
Total	352	10.3	351	11.3	355	12.0
Lorillard						
Erik Filter Natural	62	1.8	58	1.9	51	1.7
Erik Filter Menthol	30	0.9	28	0.9	25	0.8
Erik Filter Cherry	18	0.5	17	0.6	14	0.5
Total	110	3.2	103	3.4	90	3.0
U.S. Tobacco						
House of Windsor	73	2.1	73	2.3	70	2.4
M&N Cigar Mfrs.						
Cuesta-Ray	23	0.7	23	0.7	21	1.1
Rigoletto	36	1.1	35	1.1	33	0.7
Total	59	1.7	58	1.9	54	1.8
Others	154	4.5	75	2.4	63	2.1
Grand total	3,427	100.0	3,110	100.0	2,971	100.0
Little cigars (sales in millions of units)						
Reynolds						
Winchester	575.0	46.4	454.0	37.1	398.0	40.8
Consolidated Cigar**						
Dutch Treats	556.0	44.8	565.0	46.1	484.0	49.6
Lorillard						
Omega Natural 85s	11.3	0.9	10.5	0.9	8.1	0.8
Omega Natural 100s	34.1	2.8	33.3	2.7	29.3	3.0
Cherry 100s	4.0	0.3	3.3	0.3	2.7	0.3
Menthol 100s	3.1	0.3	2.9	0.2	2.2	0.2
Total Omega	52.5	4.2	50.0	4.1	42.3	4.3
Between the Acts (90mm)	37.9	3.1	36.0	2.9	30.7	3.1
Madison (80mm)	24.4	2.0	22.5	1.8	19.1	2.0
Total	114.8	9.3	108.5	8.9	92.1	9.4
American Cigar**						
Roi-Tan (85mm, 100mm-F)	7.0	0.6	4.0	0.3	2.0	0.2
Antonio y Cleopatra (100mm-F)	10.0	0.8	6.0	0.5	3.0	0.3
Total	17.0	1.4	10.0	0.8	5.0	0.5
Grand total	1,240	100.0	1,225	100.0	976.0	100.0

**Consolidated Cigar acquired American Cigar in 1986.

Dunkin' Donuts gains popularity

Brazil does doughnuts

By JULIA MICHAELS

SAO PAULO—Dunkin' Donuts is on a roll in Brazil.

After a slow start, the treats have been repositioned to meet Brazilian tastes, and the local stores expect to make an operating profit for the first time since opening here in 1983.

The turnaround partly is due to changes made since Arbi SA Comercio e Empreendimentos bought out the U.S. company's 50% share of the Brazilian operation in 1985. The locally owned operation now operates under license from Dunkin' Donuts Inc., Randolph, Mass.

The food outlet has not been advertised in the traditional sense, but one key to success has been specially developed shopping mall kiosks as low-cost, high-traffic points of sale. In Brazil, the kiosks have been vital in educating consumers about doughnuts.

Michael Brull, local partner-director, adapted the original stores to make filled, yeast-raised doughnuts similar to the Brazilian *sonho*, instead of the cake-type preferred in the U.S.

Yeast doughnuts take three hours to produce; cake doughnuts take 30 minutes.

Dunkin' Donuts installs an on-site kitchen for cake doughnuts at each U.S. outlet. In Brazil, Mr. Brull set up a central kitchen, from which partly or fully finished doughnuts are transported to the outlets.

Four stores and five kiosks operate here. There are plans to open two more stores by yearend.

"American names are attention-getters," Mr. Brull said. But the varieties of many Dunkin' Donuts menu items were misunderstood here. For example, "macaroon" on the original menu boards often was interpreted as macaroni.

Cinnamon rolls, Boston cremes and French crullers meant little to Brazilians, Mr. Brull said.

The chain eventually translated some of the English-language names and printed a paper placemat explaining items such as brownies, cookies and muffins.

Press Bureau, a local agency, created the placemats and handles Dunkin' Donuts' very small ad account here.

Mr. Brull estimates Sao Paulo could support 20 stores plus 20 kiosks. It will take him about four more years to set them up, he said.

Locals have approached Mr. Brull, wanting to take the Dunkin' Donuts name beyond Sao Paulo. "In less than a year we'll be talking about other cities," he said.#

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Merck prepares to advertise new anti-cholesterol drug

RAHWAY, N.J.—Merck & Co. is readying a campaign for its Mevacor cholesterol-reducing drug, following approval of the drug by the Food & Drug Administration.

The campaign kicks off late this month in 30 medical journals (AA, Sept. 7). Gross Townsend Frank Hoffman, New York, handles.

Mevacor is the trade name for the drug lovastatin, which has anticipated first-year sales of $1 billion.#

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Advertising Age

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

Fla. governor caves in

Calls ad tax 'a mistake'

By STEVEN W. COLFORD and JO BETH McDANIEL

An embarrassed Florida Legislature is expected today to start repeal of the controversial tax on advertising that its patron, Gov. Bob Martinez, concedes was a major disaster for Florida, for business and for his own political future.

The Legislature's anticipated erasure of the unprecedented 5% tax on national and local advertising got a major boost Sept. 18 when Gov. Martinez acknowledged publicly the tax was a "mistake" and should be buried effective Jan. 1.

Barely an hour after Gov. Martinez hoisted the white flag, leaders of the Florida House and Senate indicated they will consider eliminating the tax on advertising and services that was to raise $750 million in its first year, but only if a substitute revenue-raiser can be agreed on.

Although the Legislature had been expected to consider repealing the tax even before the governor's endorsement, the turnabout by Gov. Martinez was expected to sway fence-sitters.

It is doubtful that the Legislature will be able to agree on changes to the existing law, or implement an entirely new tax law, during this week's three-day special session. Legislative leaders indicated another special session next week is likely.

Pressure on Florida's governor and lawmakers to change or repeal the tax, which took effect July 1, had mounted steadily since April, when it became clear that the Legislature was caving in to the governor's pleas for passage. It intensified as major advertisers announced plans to eliminate Florida from their advertising programs.

Although a Martinez spokesman denied the governor's change of mind was influenced by the advertising industry's financial pressure on Florida, that opinion was disputed by others, including Glenn Robertson, the state's director of policy and finance.

Mr. Robertson said the estimated $200 million in canceled advertising and convention business in Florida "had a big economic impact that really hurt us."

Also, anti-tax ads "definitely swayed public opinion," he said. The "ads did exactly what they were intended to do. Hostility toward the tax increased since February from 54% to 79% . . . during the period of advertising."

The Florida Association of Broadcasters and other local groups mounted local ad campaigns denouncing the tax.

Sen. John Vogt, a Democrat and president of the state Senate, whose support was

(Continued on Page 86)

Energizer's Jacko says he's gonna surprise ya. Terrify is more like it.

Jacko gives jumpin' jolt to Energizer's campaign

By BOB GARFIELD

AD REVIEW

Oy, this is so complicated.

For the past two weeks an Australian football star/pop celebrity named Jacko, who looks like the mutant sibling of either Brian Bosworth or Max Headroom or both, has been yelling at us about Energizer batteries by Eveready, which used to be a Union Carbide company and now is part of Ralston Purina Co.

Jacko, who is 28 but looks 58, explodes on the screen doing a sort of Australian rap song, while slamming through doors and physically toppling competing brand batteries and generally looking bizarre.

"What's the longest lasting battery you can buy?" he shouts. "I'm gonna surprise ya. New Energizer."

He had done much the same thing in Australia, where he was already famous for recording novelty songs and videos, which opportunity he seized by playing Australian Rules Football, which combines the best of rugby and nuclear fission and can be seen on ESPN any day

(Continued on Page 87)

Hoyne, Jacoby sell off some Ogilvy shares

By JON LAFAYETTE

NEW YORK—The likelihood of an Ogilvy Group takeover diminished last week as two ex-Ted Bates Worldwide executives revealed they had sold off some of their shares in the group.

John Hoyne, the former head of Bates' international unit, said he sold a portion of the 80,000 shares—less than 1% of the company—that he purchased earlier this year. Mr. Hoyne helped put Ogilvy stock "in play" last month (AA, Aug. 17).

Former Bates Chairman Robert Jacoby also revealed last week that he sold all his 30,000 shares in Ogilvy Group in late August, not long after takeover rumors drove up the stock's price by $9 per share from late June.

Both Mr. Jacoby and Mr. Hoyne were linked together in the attempted takeover move against Ogilvy in August, when the shares were accumulated and Ogilvy was approached. Neither ex-agency executive works for an advertising agency now.

Mr. Jacoby bought his shares in late June or early July for about $33 each and sold them in late August for about $42 each, thereby netting a quick $270,000 profit. He said he sold the shares

(Continued on Page 87)

Last Minute News

GSD&M wins Coors creative

GOLDEN, COLO.—Adolph Coors Co. has moved creative for its flagship Coors beer to GSD&M, Austin, Texas, from Foote, Cone & Belding, Chicago. FCB retains media-buying for the brand—which billed about $40 million in measured media in 1986—and creative and media for Coors Light, Herman Joseph's, Herman Joseph's Light and Killian's Irish Ale. GSD&M, which has handled Coors' hispanic marketing since 1983, immediately will start filming new Coors TV spots, using Mark Harmon. The commercials will break this fall.

ABC signs with Nielsen

NEW YORK—ABC-TV renewed its contract with A.C. Nielsen Co. Sept. 18 after going almost a week without a ratings service, sources said. ABC was the last of the Big 3 networks to renew its Nielsen contract. ABC said the contract was unique because it includes provi-

(Continued on Page 8)

Minnelli touts Lauder, P. 4 | Mercury stops pop, P. 68 | Fast-food ads rising, P. 84

Highlights

Liza with two Z's 4

Come November, two intense rivals, Estee Lauder Inc. and Revlon Group, will find themselves in the odd position of sharing the same endorser—Liza Minnelli. She will appear in a 30-second TV spot for a new men's fragrance by Lauder, called Metropolis. Through November and into December, Revlon still will be using Ms. Minnelli in its "Most unforgettable women" campaign. Revlon executives were unaware of Ms. Minnelli's Lauder deal until only hours before Lauder's announcement.

Ford revs new ads 6

Ford's 1988 ad campaign lauds the automaker's recent successes under an umbrella theme that positions Ford as "the one car company that's winning the world over." The theme is designed to celebrate Ford's market gains in the U.S., including its new position as the top-selling brand.

Add water and watch it grow 24

The $1.7 million bottled water category is brimming with competition as soft-drink, beer and spirits marketers pour into the fastest-growing segment of the beverage business. Fueling the highly regionalized water business' growth in part is the entry of marketing-minded companies such as PepsiCo and Anheuser-Busch Cos. The category's appeal for such competitors prompted Perrier Group to protect its No. 1 position by acquiring Arrowhead Drinking Water Co. from Beatrice Cos. for an estimated $500 million.

Gordon giggles at Brits 26

Gordon's gin is targeting a younger crowd with a new campaign that pokes fun at its British heritage. Magazine advertising uses puns to identify Gordon's with England. One ad shows Stonehenge under a moonlit sky and the headline "England. Known for its famous rock groups." Another shows a silhouette of Sherlock Holmes under the headline "England. Known for its stately homes." The campaign is the first Gordon's advertising from Schenley, which bought the rights to produce Gordon's in the U.S. when it acquired Renfield Importers.

Political roundtable 30

What are the media and marketing issues facing political experts as they prepare for the 1988 campaigns? ADVERTISING AGE gathered five top political consultants for a roundtable discussion in Washington.

GE brings better things to life 56

After years of selling to the masses, General Electric Co. wants to bring good things to the lives of the select few who earn more than $100,000 a year and live in homes valued at $400,000 and up. The appliance-market leader is about to introduce an integrated line of built-in appliances for the custom kitchen market; the new Monogram line is GE's first foray into upscale niche marketing. It also represents a departure in terms of advertising: The line will be advertised in magazines only, with a $4 million campaign. That's minuscule compared with GE's TV budget, for which network spending alone totaled $51.4 million in 1986.

INTERNATIONAL

U.S. candy producers expand in Canada 53

Mars Inc. and Hershey Chocolate Co., the two biggest candy producers in the U.S., are boosting their presence in the $750 million Canadian candy market. The expansion is taking place through acquisition and increased ad spending despite two consecutive years of 14% sales declines.

OTHER NEWS

Sony Corp. of America's newest consumer electronics line is made for kids. My First Sony is aimed at children ages 4 to 11, a group that appears to be an untapped niche in the market. A three-month, $3 million introductory ad campaign starts in October and uses the theme "After years of giving people smaller electronics, Sony now makes electronics for smaller people." Page 12.

The Ladbroke Group, buying the Hilton International Co. hotel chain from Allegis Corp., will extend the Hilton name to new markets and to a lower-price chain of inns. The deal also gives Ladbroke a foothold in the U.S. through Hilton International's five Vista hotels. Page 34.

William Esty Co. is bolstering its management in Southfield, Mich., and will open a new office in Canada to handle its Chrysler Corp. business, which could grow to about $140 million. Page 36.

Postal Instant Press is trying to assert its leadership in the $5 billion quick-printing industry with a new campaign appealing to corporate customers. Three humorous 15-second network TV spots, directed by Rob Lieberman, break today. Page 30.

The New York Times Magazine Group this winter will launch a new skiing magazine that promises to throw snow on the traditional way ski magazines are published and marketed. Page 80.

SPECIAL REPORT

***Healthcare marketing**—After experimenting with advertising, HMOs and wonder drugs, healthcare marketing is moving into a conservative era, emphasizing cost-containment, quality care and specialized services. Starts after Page 46.*

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Seagram gets discount rate from Gannett

By PATRICK REILLY

In a major breakthrough for liquor marketers, Gannett Co. and its 89 daily newspapers will offer Jos. E. Seagram & Sons the same special discounted national ad rate they now extend to package-goods companies.

Although some major-market newspapers already have said they will accept national liquor ads at the discounted rate, Gannett's decision marks a new willingness among newspaper groups to include a category generally excluded from the medium's Package Goods Rate Plan (AA, Dec. 15, *et seq.*).

"It's a sign we are making progress," said Bernie Stolbof, VP-media for House of Seagram, the U.S. marketing arm for New York-based Seagram's distilled spirits. "What we've been seeking is parity between the local and national rates. We expect more papers will have offers after Gannett."

Under the plan, national ad rates for food, drugs, toiletries, household products and cosmetics companies are being cut by about 30%. However, the rate still is an average 25% higher than comparable local rates.

The plan is an 18-month test designed to boost the newspaper industry's share of national advertising.

Like the industrywide plan, the Gannett discount is based on frequency and size of the ads.

The newspaper industry is not united on the discount rate issue. When the rate plan was proposed in June by the Newspaper Advertising Sales Association, 258 daily newspapers—or 52% of all U.S. circulation—agreed to offer the discounts.

But several major papers, such as *The Washington Post*, haven't agreed to participate.

"In general, publishers will be conservative and hold back because for some the discount plan is a concession," an industry source said. "But it's a matter of looking into the future and asking, 'How can we get more national advertising?' It's a step forward."

Traditionally, national advertisers have paid up to 60% more for news-

(Continued on Page 87)

Critics blast 'Captain Power'

Rules mulled for kiddie TV

By STEVEN W. COLFORD

WASHINGTON—A new "interactive" children's TV show, linked to Mattel Inc., was attacked last week at a House hearing that opened a new drive to re-regulate TV programming aimed at kids.

The drive seeks to restore federal rules that until 1984 limited the number of commercial minutes per hour of children's TV programming and imposed other restrictions. Legislation to revive the rules was filed last week by six Democrats on the House telecommunications subcommittee.

The new interactive program, "Captain Power & the Soldiers of Fortune," which debuted Sept. 19, came under fire by subcommitee Chairman Edward Markey (D., Mass.) and Action for Children's Television President Peggy Charren because it interacts directly with the toy on which it's based.

Hailed as breakthrough programming (AA, Feb. 16), "Captain Power" viewers can participate in its futuristic live action adventures if they buy Hawthorne, Calif.-based Mattel's battery-powered XG7 "power jet." The toy can be fired at the TV screen for five minutes during the program with the show "firing back."

The power jet retails for $30 to $40 and is one of several toys available for purchase in conjunction with the program.

While Mattel insists that the toy and program can be enjoyed independently of each other, the two are essentially being advertised within the same commercial, themed "The

(Continued on Page 86)

Egg commission reviews agencies

UPLAND, CALIF.—The California Egg Commission, seeking a more hard-sell approach in its advertising, is putting its $4 million account in review.

Ketchum Advertising, San Francisco, the commission's agency of three years, will be included in the competition, said CEC President Robert Pierre.

California Department of Conservation's recycling division on Oct. 1 will start a $1 million TV,

West Coast News

radio and outdoor campaign advising citizens of a new recycling law. "Turn up the volume, California," is the theme, created by Double Vision Productions, Sacramento. #